

**ABSTRACT**

The invention includes a system for, a method for, and a method of doing business including dispensing samples. These include a sample card distributor 4; a machine-readable label 3 incorporated in a sample card 2, a machine-readable label writer 6 for writing data associated with a product 5 onto the machine-readable label 3, and a device for distributing samples 7 which includes a machine-readable label reader 9 for reading the machine-readable label 3; a database 12 containing sample information; means for packaging and distributing samples 14; and a processor 11 for receiving data from the machine-readable label reader 9, obtaining sample information from the database 12, and directing the means for packaging and distributing samples 14 to package and distribute at least one sample.